

Abstract

A method and system for enhancing e-commerce transactions by placing product marketing information in front of targeted potential customers by analyzing the product, mapping it to one or more product categories, creating dynamic e-commerce Web sites for the product, selecting appropriate e-commerce marketplaces based on previous placement results and client – product objectives, placing the created e-commerce Web site on the appropriate e-commerce marketplaces, collecting data based on activity on the placed Web sites, and updating either or both of the created dynamic e-commerce Web sites or the e-commerce marketplace selection criteria. This invention also manages the transactions associated with the e-commerce facilitated by the process of placing the product information on the selected marketplaces. An e-mail manager is also provided to communicate with buyers and potential buyers as well as product clients.